



Women entrepreneurship: An Analysis of Problems and Contribution of women entrepreneurs

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Abstract: Development of an economy demands equal participation from both male and female parts of the nation. The participation of women's in GDP of India is low when we compare it to the developed nations GDP. When women starts an enterprise they have to face many more problems along with all those problems which a men entrepreneur have to faces. The women entrepreneurs face constraints related to finance, marketing channels, pressure from family. In this paper I tried to highlight those issues which is common to women while establishing their businesses.

Key words: Entrepreneurs, Entrepreneurship, women, Problems, challenges.

Introduction:

Entrepreneurship can be defined as a process of Designing procuring launching and managing a new enterprise successfully an entrepreneur is a person liable for arrangement of resources locate them take calculated risk and makes profit by exploiting opportunities news of the persons who introduces something new who do in innovations who promotes enterprise by ideas techniques and attitudes they generate new methods of production new ways to sell, they accept the challenges of risk and uncertainty established own enterprise entrepreneur plays a pivotal role in growth and development of a nation by creating jobs wealth new sectors new products and services new way of living etc.

Concept of women entrepreneurs:

Women is companion of man gifted with equal mental capacity buy this father of the nation Mahatma Gandhi throws light on the role of women in such formation of the society gifted with equal mental capacity then unlike of men women should also be encouraged to empower the role of women has often been mostly domestic they be Deemed to be a weaker section on the society a long period of time for improvement in their social status women and they can use it is somehow important in today's era.

Women entrepreneur can be defined as “women who organise and manage an enterprise especially a enterprise”.

A unit of organisation relating to service or enterprise Enterprise managed by one or more women entrepreneur was having individually or jointly share capital of North less than 50 one person as shareholders of the private company limited company or member of cooperative societies.

Objectives of this study:

1. To analyse the problems faced by women entrepreneurs.
2. To know the contributions of women entrepreneurs in the society.

Relevance of the study:

The growth of a nation depends on the development of human resources of that nation. Women's we are counted in poor section of the society from a quite long period. Development needs proper involvement from all sections of society unemployment and no continuous source of income has given advice to women entrepreneurs it is very useful to the society it will help in change of mindset of women in the country. This study also aims to provide various government schemes which are available for women entrepreneurs.

Research methodology:

Being an descriptive search this is based on secondary data. Therefore that are be collected from research papers are the first magazine books and internet and websites of different departments of government.

Problems faced by women entrepreneurs:

Entrepreneurs faces a lot of difficulties while establishing their enterprisees. But in case of women entrepreneur The problem faced by women entrepreneurs is different and extensive from their male counterparts. In this paper I tried to highlight those major problems which is generally faces by small women entrepreneurs.

1. Traditional Mindset: In our Country womens participation is increasing in all activities.the whole scenario has been changed But still in small towns/villages women's are seen to be an assistance to men's this type of mindset creates a barriers in their growth. In this era I have seen peoples saying womens are born to take care of home. But if we provide them a platform they too can show their true potentials.

2. Male Dominated Society: The constitution if India discusses equality among male and female. Yet, in reality, women are viewed as powerless part of society in all regards. Womens are not treated equivalent to men. Consequently, thusly, fills in as a boundary to women passage into business.

3. Financial Problems: Finance is viewed as the 'life-blood' for any business whether it is large or little. Acquiring investors' help, dealing with the working capital, lack of credit assets are the issues which actually stay in the area of guys. Studies have demonstrated that even taught present day women business people in cutting edge and creating economies experienced troubles in getting credits. Banks debilitate women borrowers accepting that they will leave their business and become housewives once more. Despite the fact that the strategy of acquiring the credit has been rearranged generally yet for women it actually remain a test. In this way, women business person fall because of the lack of Finance.

4. Lack of Education: In India education rate among women is exceptionally low. Because of absence of legitimate schooling lion's share of women don't know about the most recent mechanical turns of events, advertising information, inventive plans, elective business sectors and so forth Absence of data and experience makes issues in setting fully operational of business ventures.

5. Responsibility of Family: in India, it is primarily an obligation of women to care for the children and other individuals from the family. Her responsibility in family leaves little energy and time for business. In the event of hitched women, she needs to keep a harmony between her business and family. Their achievement in this respect likewise relies on supporting spouse and family. Without the help and endorsement of spouse, the female business person will fail. Appropriately, the instructive level and family foundation of spouse decidedly impact women passage into business.

6. Inefficient Arrangements for Marketing and Sale: For promoting the items women business visionaries must be needy upon agents who add hefty benefit of edge and that is the fundamental purpose behind higher selling costs of their item. Despite the fact that the brokers misuse the women business person, end of agents is troublesome, in light of the fact that it includes a great deal of running about. Further, women business person think that its hard to catch the market and make their items mainstream. To make organization effective and beneficial, the business person should have the option to sell his item and administrations. To accomplish this reason access of market is basic as admittance to back. Women business people, all around keep on confronting the issue of promoting of their items. So it is one of the fundamental issues for women business people.

7. Less Mobility: Most of the women's feel hesitation while travelling from one place to another place. And in businesses people needs to travel more and they have to create their network but women's do not find themselves to be comfortable with traveling. When we compare women's to male entrepreneurs men's feel free to travel they do not need any additional arrangement or they do not hesitate while travelling in night or meeting strangers. Safety is a big issue in the case of women entrepreneurs.

Solutions to the Problems that faced by women entrepreneurs in India:

If there is a problem there will be a possibility. And entrepreneurs know how to convert their possibilities into opportunities.

Here we figure out some solutions to these problems faced by women entrepreneurs.

1. Support and financial Arrangement

This is not only the finance problem, but this is also a mindset problem. Society should change their perspective about women as research says enterprise lead by women is more successful than those lead by men. Family and friends should support them. The government should introduce new policies which will help them financially. Investors have to rely on their capability.

2. Training and Proper Education

Government and private organizations should step forward to provide training sessions on enterprise and entrepreneurship. They should train women who are eager to do something big and meaningful.

3. Technological Assistance

In today's fast forward world technology is very important for any enterprise organization. As women don't have many educational opportunities, they don't have enough knowledge about technology.

So it's very important to guide them to learn and use technology accordingly to grow their enterprise.

4. Family Support

A family should support and encourage women to do and run a enterprise successfully. This will be the biggest support and motivation for women entrepreneurs.

5. Change in mindset

This is the most important thing that needs to be addressed. We all need to change our views about women. We have to accept that the old days are gone. It's a new era where women are as capable as men.

Contributions of women entrepreneurs in the society:

The Role of women entrepreneurs in economic development is of utmost important and can not be ignored. The growth of any country requires participation from both male and female sections of the society. Their contribution in economic growth is pivotal. Women's do mostly of house works the level of education is quite low when we compare the overall literacy with their male companions. If a women get success in her enterprise it only show others that she is earning or she has done a fabulous job but she is also encouraging other women's in the society to come ahead and participate in enterprise and participate in economic development. Mainly women entrepreneurs gives a larger employment opportunities towards women and also others this employment opportunities pay ways to the weaker section people mainly women and unemployed people in the society. They create lot of awareness to the people by empowering women in both rural and urban areas of our society. Women are considered vulnerable and weaker in our society. who are primarily getting part of chances by the women's enterprise visionaries. The expectations for everyday comforts of the individuals are being expanded by the women's enterprise visionaries by presenting and fulfilling the requirements and needs of the individuals by utilizing their imaginativeness at a sensible rates. There exists a territorial improvement of a nation is adjusted as the women's enterprise people start their venture in provincial and metropolitan locales. With the assistance of government plans and sponsorships to the women's enterprise visionaries urged and spurred to partake in the general public. Their development is the key of enterprise venture which changes the families and the general public of our country by numerous ways. Women get part of openness and are empowered by observing parcel of women business visionaries in this general public. The people in the future will have a their commitment towards our country has massively changed our economy with a positive effect so numerous women are getting empowered. In another manner , in an approaching universe of male bullheadedness, women business visionaries rouse more youthful age to offer more to the general public by breaking liberated from the standard of altering enterprises which has in any case ordinarily been finished by men generally in the new past. This isn't state that women have been the more fragile sex, however have been persecuted long enough previously breaking the mass of development which truth be told moves new ages of individuals

Conclusions: Since women entrepreneurs play an efficient role for conducive to the economic development of the country we tend to society ought to facilitate the women's entrepreneurs to overcome the obstacles like variety of education, lack of management skills, patricial society access to finance etc.

Even though every and each girl in India is given civil right all told the way by the govt. it's not used by all the women's particularly the agricultural women. therefore it's hoped that this text not solely discuss regarding the strain, challenges and problems however conjointly the routes to beat stress, challenges and problems.

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